



COMMITMENT WEEKEND  
PASTOR'S TALKING POINTS  
DECEMBER 12/13

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## INTRODUCTION

In the introduction, you should convey a sense of pride and relay what the Cathedral means to you personally and to the diocese. We have a great deal to be proud of! You should include the following items in your introduction:

- A very brief history of the Cathedral
- An example or two of your personal feelings and connection to the Cathedral
- A brief catechesis of the Cathedral and its connection to every member of the Diocese of La Crosse

## THE CASE STATEMENT

Cover the essential points of the case, the damage and safety hazard of the state of the Cathedral; the critical nature and urgency of the repair ... and move on.

## VIDEO

Introduce the video. "Today we have a special presentation for you – a brief video that addresses the critical needs of our Cathedral even further." **[Show video.]**

## GOAL, ASK, AND CONTEXT

- **Mention the estimated cost of the restoration.**

"The estimated cost of the restoration project discussed in the video is \$6.1 million."

- Mention that all the faithful of the Diocese of La Crosse are being invited to participate in this historic campaign.

- Mention that we already have some very generous contributors. "As of today, \$\_\_\_\_\_ has already been raised! I know we can do our part and restore our magnificent Cathedral!"

*(We will provide you with an up-to-date figure before Commitment Weekend.)*

- **Mention the generosity of St. Ambrose Financial Services.** "I would like to emphasize that St. Ambrose Financial Services, Inc. (the diocesan bank to which all parishes belong) has agreed to match **\$2 for every \$1 generously pledged** to this campaign up to \$3 million. That doesn't just double your gift to the Cathedral, it triples it!"

- Ask parishioners to please pick up the Brochure and pen/pencil - they should be placed in the pews/chairs in line with your new seating protocol. For example, one set at the end of each pew; one set per 6ft social distance for chairs. Pens/pencils placed in pews can either be sanitized in between Masses or a new set may be placed for the next Mass. When placing or replacing materials in pews/chairs, please use masks and gloves.
- Take a moment to hold up the brochure and then walk the parishioners through the card instructing them how to complete it.
- Mention that while one-time donations are appreciated, we are encouraging everyone to **consider a pledge**. Several pledge plans can be found in the brochure on the attached card. These pledges can be payable over a three-year period. This allows your intention to flourish and take full advantage of the \$2 for \$1 matching opportunity.
- **Put the ask in context.** For example, just \$25 per month after a 10% down payment will amount to a \$1,000 gift over three years. AND, with the extraordinary matching opportunity of St. Ambrose, the Cathedral will receive a total of \$3,000!

## ENCOURAGEMENT

“This will be challenging, but our Cathedral needs our help. I am confident that our parish family will come together with me and join the rest of the diocesan community to make this effort a success.”

“I will pause for a moment now while you think about your ability to give.”

- When you are finished, return to the Presider’s Chair for **two minutes** to provide parishioners the opportunity to complete the card. (You may wish to have an usher or other minister keep time for you.)

**[Return to the presider’s chair. Please wait two minutes to allow enough time for card completion. Two minutes will seem like a LONG time, but we need to wait out the full two minutes so that people will have an adequate opportunity to think a moment and fill out the card. You may opt to ask your music ministry to provide a musical interlude to fill the silence. When two minutes have passed, follow your current process for collecting the offertory envelopes (whether through ushers or dropping in a collection box after Mass.) At this time, you can return to the pulpit.**

**Please deliver a closing message.]**

“In closing, I wish to thank you for your kind assistance. If you would like to view the video once again or to pledge online, please visit [cathedralsjworkman.org/cornerstone](https://cathedralsjworkman.org/cornerstone). Please keep our Cathedral and this campaign in your prayers. Success and progress forward depend on all of us working together -and together, we can accomplish great things!”